

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

And:

Mundy Katowitz Media
Attention: Casey Bessette
1322 G Street SE
Washington, DC 20003

Contract / Revision 574223 /		Alt Order # 09815826
Product PRIORITIES USA ACTN		
Contract Dates 09/25/12 - 10/01/12		Estimate # 1562
Advertiser Priorities USA Action		Original Date / Revision 09/11/12 / 09/11/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WITI	Account Executive Trevor Heaton	Sales Office Washington DC
Special Handling		
Demographic Adults 35+		
IDB# 8356	Advertiser Code 321	Product Code 340
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	09/25/12	09/25/12	M-F 5a-530a	5a-530a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$400.00			
N 2	6	09/27/12	09/27/12	M-F 5a-530a	5a-530a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---T---				1	\$400.00			
N 3	6	10/01/12	10/01/12	M-F 5a-530a	5a-530a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$400.00			
N 4	6	09/26/12	09/26/12	M-F 6a-630a	6a-630a		:30			NM	1	\$935.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--W----				1	\$935.00			
N 5	6	09/28/12	09/28/12	M-F 6a-630a	6a-630a		:30			NM	1	\$935.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----F--				1	\$935.00			
N 6	6	09/25/12	09/25/12	M-F 7a-730a	7a-730a		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$1,000.00			
N 7	6	09/27/12	09/27/12	M-F 7a-730a	7a-730a		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---T---				1	\$1,000.00			
N 8	6	10/01/12	10/01/12	M-F 7a-730a	7a-730a		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$1,000.00			
N 9	6	09/26/12	09/26/12	M-F 8a-830a	8a-830a		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--W----				1	\$850.00			
N 10	6	09/28/12	09/28/12	M-F 8a-830a	8a-830a		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----F--				1	\$850.00			
N 11	6	09/25/12	09/25/12	M-F 9a-10a	9a-10a		:30			NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$335.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
574223 /	09815826

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/25/12 - 10/01/12	PRIORITIES USA ACTN	1562

<u>Advertiser</u>	<u>Original Date / Revision</u>
Priorities USA Action	09/11/12 / 09/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 12	6	09/26/12	09/26/12	M-F 10-11a	10-11a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--W----				1	\$200.00			
N 13	6	09/27/12	09/27/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---T---				1	\$300.00			
N 14	6	09/28/12	09/28/12	M-F 3p-330p	3p-330p		:30			NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----F--				1	\$185.00			
N 15	6	09/25/12	09/25/12	M-F 1p-2p	1p-2p		:30			NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$315.00			
N 16	6	09/28/12	09/28/12	M-F 2p-3p	2p-3p		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----F--				1	\$125.00			
N 17	6	09/27/12	09/27/12	M-F 3p-330p	3p-330p		:30			NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---T---				1	\$185.00			
N 18	6	09/26/12	09/26/12	M-F 430p-5p	430p-5p		:30			NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--W----				1	\$385.00			
N 19	6	10/01/12	10/01/12	M-F 430p-5p	430p-5p		:30			NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$385.00			
N 20	6	09/25/12	09/25/12	M-F 5p-530p	5p-530p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$600.00			
N 21	6	09/27/12	09/27/12	M-F 5p-530p	5p-530p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---T---				1	\$600.00			
N 22	6	09/26/12	09/26/12	M-F 530p-6p	530p-6p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--W----				1	\$600.00			
N 23	6	09/27/12	09/27/12	M-F 6p-630p	6p-630p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---T---				1	\$650.00			
N 24	6	10/01/12	10/01/12	M-F 6p-630p	6p-630p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$650.00			
N 25	6	09/25/12	09/25/12	M-F 630p-7p	630p-7p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$500.00			
N 26	6	09/28/12	09/28/12	M-F 630p-7p	630p-7p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----F--				1	\$500.00			
N 27	6	09/26/12	09/26/12	M-F 930-10p	930p-10p		:30			NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--W----				1	\$1,450.00			
N 28	6	09/28/12	09/28/12	M-F 930-10p	930p-10p		:30			NM	1	\$1,450.00

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		Original Date / Revision 09/11/12 / 09/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----F--				1	\$1,450.00			
N 29	6	09/25/12	09/25/12	M-F 10p-1035p	10p-1035p		:30			NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$1,300.00			
N 30	6	10/01/12	10/01/12	M-F 10p-1035p	10p-1035p		:30			NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$1,300.00			
N 31	6	09/26/12	09/26/12	M-F 1035p-1105p	1035p-1105p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--W----				1	\$550.00			
N 32	6	10/01/12	10/01/12	M-F 1035p-1105p	1035p-1105p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$550.00			
N 33	6	09/27/12	09/27/12	M-F 1105p-1135p	1105p-1135p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---T---				1	\$300.00			
N 34	6	10/01/12	10/01/12	M-F 1105p-1135p	1105p-1135p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$300.00			
N 35	6	09/28/12	09/28/12	M-F 1135p-1205a	1135p-1205a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----F--				1	\$300.00			
N 36	6	09/29/12	09/29/12	Sa 8a-9a	8a-9a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$375.00			
N 37	6	09/29/12	09/29/12	Sa 9p-10p	9p-10p		:30			NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$1,050.00			
N 38	6	09/30/12	09/30/12	Su 8a-9a	8a-9a		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$350.00			
Totals											38	\$23,560.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	31	\$18,975.00	\$16,128.75
10/01/12 - 10/01/12	7	\$4,585.00	\$3,897.25
Totals	38	\$23,560.00	\$20,026.00

Signature: _____ Date: _____

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